

Get Reel Outdoors
PO Box 5962
De Pere, WI 54115
January 3, 2014

JAN - 6 2014

FCC Mail Room

CEB-CC-1325
Docket 06-181

Office of the Secretary
Federal Communications Commission
Attention: Disability Rights Office, Room 3-B431
9300 East Hampton Drive
Capitol Heights, MD 20743

Please consider this the formal petition from Get Reel Outdoors LLC for Economically Burdensome Exemption from Closed Captioning Requirements.

Get Reel Outdoors LLC was created in February of 2012 (EIN [REDACTED]). Get Reel Outdoors LLC is a small business operated from my home in Depere, WI. It's my intention in 2014 to air thirteen 30-minute outdoors programs on two different networks, WCGV in Milwaukee, WI and WACY in Green Bay, WI. Both stations will not participate or contribute to obtaining closed captioning. Copies of the unsuccessful communications are included.

As the enclosed estimated 2013 income statement illustrates the costs of closed captioning would be a significant expense to a business of this size and financial resources. Looking forward revenue for Get Reel Outdoors LLC in 2014 is estimated to be \$5,400 with total expenses of approximately \$4,950, which does not include costs for obtaining closed captioning. Closed captioning expenses would add costs of approximately \$4,030 for thirteen 30-minute programs.

Revenues are received directly from sponsor partners for commercial airtime during the 30-minute program. These sponsor partners will not contribute additional funds to cover the costs of closed captioning. An unsuccessful request for closed captioning expense from a sponsor is included.

For your review I've enclosed a quote for the costs associated with obtaining closed captioning. I've also included a signed affidavit.

Thank you for your consideration in this matter,



Patrick Kotowski
Owner, Get Reel Outdoors LLC

JAN - 6 2014

FCC Mail Room

My name is Patrick Kotowski I am 45 years old, I am the owner of Get Reel Outdoors LLC and I currently reside at 3976 North Parker, De Pere WI 54115.

I declare that, to the best of my knowledge and belief, the information regarding Get Reel Outdoors LLC herein is true, correct, and complete.

 1/3/14
Patrick Kotowski



STATE OF WISCONSIN, COUNTY OF BROWN

This affidavit was acknowledged before me on this twentieth day of March by Patrick Kotowski, who, being first duly sworn on oath according to law, deposes and says that he has read the foregoing Affidavit subscribed by him, and that the matters stated herein are true to the best of his information, knowledge and belief.

Karen M. Kroening

Notary Public

Karen M. Kroening

Title 1/3/14

My commission expires 10/25/15



Get Reel Outdoors LLC

Estimated Income Statement

For the year ended December 31, 2013

Sales		\$6850
Less: Expenses:		
Travel	\$850	
Equipment	300	
Meals & Entertainment	450	
Promotional Expenses	20	
Supplies	800	
Airtime	<u>4150</u>	
		<u>-6400</u>
Net Income		<u>\$450</u>



Patrick Kotowski <getreeloutdoors@gmail.com>

Get Reel Outdoors Captioning Quote

1 message

Anthony DeMarco <ademarco@ncicap.org>

Thu, Jan 3, 2013 at 8:56 AM

To: getreeloutdoors@gmail.com

Hi Patrick, it was nice speaking with you just now. Below is a solid price quote that would be worst case scenario if you needed a standard def master format sent back to you. There are 2 processes to captioning, the actual caption creation and then the encoding process which gets the captions married to the master onto line 21.

The pricing is based on approx 30-min episodes. Please let me know if you have any questions. All my contact info is below

Thanks

>>Timed Roll-Up captioning = **\$170.00** per episode

>>SD Encoding = **\$140.00** per episode

Total cost per episode = **\$310.00** (pricing includes new tapestock)

*Shipping is not included. A Fed Ex or UPS # is recommended.

Turnaround time is about 4-5 business days from the day of receipt.

Anthony J. DeMarco

Senior Account Executive

National Captioning Institute

3725 Concorde Parkway, STE 100

Chantilly, VA 20151

(703) 917-7736 (Voice)

(703) 917-9853 (Fax)

www.ncicap.org

ademarco@ncicap.org





getreeloutdoors .< getreeloutdoors@gmail.com>

RE: Close Captioning

1 message

Jeff Balistriere< jeff@expressrealtygb.com>
Reply-To: jeff@expressrealtygb.com
To: "getreeloutdoors ." <getreeloutdoors@gmail.com>

Mon, Dec 16, 2013 at 10:24 AM

Patrick, I have reviewed the following proposal in regards to closed captioning and unfortunately our budget doesn't allow the investment. The show has a limited "reach" in Wisconsin, and the investment per viewer is too high.

Best Regards,

Jeffrey Balistriere

Express Realty LLC

Broker/Owner

From: getreeloutdoors . [mailto:getreeloutdoors@gmail.com]
Sent: Saturday, December 14, 2013 11:05 AM
To: jeff@expressrealtygb.com
Subject: Close Captioning

Hi Jeff,

We're excited that Get Reel Outdoors is moving towards airing in January 2014. Get Reel Outdoors offers its Eastern Wisconsin viewers great insight into fishing, techniques, and destinations.

To our sponsor partners we offer the opportunity to connect to our loyal viewing audience. This season we are looking for partners to promote their own businesses by providing funding for closed captioning. The total contribution for closed captioning of thirteen shows totals \$4,030. Investing in this type effort will send a great message to our audience about the values and culture of Express Realty.

Please consider this proposal as we extend our appreciation for your past contributions and our ongoing relationship with Express Realty.

Patrick Kotowski

Get Reel Outdoors



This email is free from viruses and malware because avast! Antivirus protection is active.



getreeloutdoors .< getreeloutdoors@gmail.com>

RE: Closed Captioning

1 message

Sue Trotman <STrotman@sbgvtv.com>

Thu, Dec 19, 2013 at 8:32 AM

To: "getreeloutdoors ." <getreeloutdoors@gmail.com>

Patrick,

Although we would like to assist. Our systems and personnel are not set up for this kind of consistency.

Unfortunately, we are unable to help.

Sue

**Effective 12/21/13...****We are moving to a new facility:**

11520 W. Calumet Road

Milwaukee, WI 53224-3156

My direct line will be: 414-815-4020

From: getreeloutdoors . [mailto:getreeloutdoors@gmail.com]
Sent: Wednesday, December 18, 2013 9:44 AM
To: Sue Trotman
Subject: Closed Captioning

Hi Sue,

We're excited that Get Reel Outdoors is moving towards airing in January 2014. Get Reel Outdoors offers its Eastern Wisconsin viewers great insight into fishing, techniques, and destinations.

To our sponsor partners we offer the opportunity to connect to our loyal viewing audience. This season we are looking for partners to promote their own businesses by providing funding for closed captioning. The total contribution for closed captioning of thirteen shows totals \$4,030. The contribution to closed captioning may be more economical by utilizing WCGV sources. Investing in this type effort will send a great message to our audience about the values and culture of WCGV.

Please consider this proposal as we extend our appreciation for your past contributions and our ongoing relationship with WCGV.

Patrick Kotowski

Get Reel Outdoors



getreeloutdoors .< getreeloutdoors@gmail.com>

Fwd: Closed Captioning

1 message

Lori Goldapske<lgoldapske@jrn.com>

Wed, Dec 18, 2013 at 11:33 AM

To: "getreeloutdoors ." <Getreeloutdoors@gmail.com>

Please see below.

Lori Goldapske, Account Executive.....
NBC26 and MyNew32

p. 920.490.2630

c. 920.621.6317

f. 920-494-7071

e. lgoldapske@jrn.com

----- Forwarded message -----

From: **Warren Glover** <wglover@jrn.com>

Date: Wed, Dec 18, 2013 at 10:48 AM

Subject: Re: Closed Captioning

To: Lori Goldapske <lgoldapske@jrn.com>

I do not believe we have any clients who are able to participate in this. Please let them know.

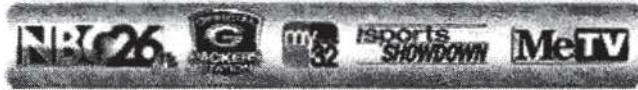
Thanks

Warren Glover | Program Manager.....
Journal Broadcast Group

p. 920.490.2618

f. 920.494.7071

e. wglover@nbc26.comwglover@mynew32.com



On Wed, Dec 18, 2013 at 10:12 AM, Lori Goldapske <lgoldapske@jrn.com> wrote:

Lori Goldapske, Account Executive

.....
NBC26 and MyNew32

p. 920.490.2630

c. 920.621.6317

f. 920-494-7071

e. lgoldapske@jrn.com



----- Forwarded message -----

From: **getreeloutdoors** . <getreeloutdoors@gmail.com>

Date: Wed, Dec 18, 2013 at 9:45 AM

Subject: Closed Captioning

To: Lori Goldapske <lgoldapske@jrn.com>

Hi Lori,

We're excited that Get Reel Outdoors is moving towards airing in January 2014. Get Reel Outdoors offers its Eastern Wisconsin viewers great insight into fishing, techniques, and destinations.

To our sponsor partners we offer the opportunity to connect to our loyal viewing audience. This season we are looking for partners to promote their own businesses by providing funding for closed captioning. The total contribution for closed captioning of thirteen shows totals \$4,030. The contribution to closed captioning may be more economical by utilizing WACY sources. Investing in this type effort will send a great message to our audience about the values and culture of WACY.

Please consider this proposal as we extend our appreciation for your past contributions and our ongoing relationship with WACY.

Patrick Kotowski
Get Reel Outdoors